**Cover Sheet Section B: Candidate Statement of Aims**

Explain the ways in which you will apply the theoretical framework to your production, using the questions below as a guide, in approximately 250 words.

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| **Candidate Name:** | **Word Count:** |
| Use evidence from your research into: similar products, your target audience, as well as theoretical perspectives, to explain your decisions:  * + How and why will you apply knowledge and understanding of media language to your media production?   + How and why will you construct representations of individuals, groups or issues/events?   + How will you target your intended audience/users? | |
| *Explain your plan, include the title and genre of your film. (50 words)*  *The film I will be creating a poster and DVD cover for is a Rom Com called…..*  *The magazine I will be creating will be called….*  *How and why will you apply knowledge and understanding of media language to your media production? (100 words)*  *Describe what your DVD cover/Magazine and poster will look like. Use Subject terminology that you have learnt in your study of media language.*  *Iconography, copy, mise en scene, font, layout, low-key/high-key lighting*  *Explain why you have made the decisions you have.*  *–* ***how will it appeal to your intended audience****, refer to similar products that you have researched, any theories that you have studied*  *How and why will you construct representations of individuals, groups or issues/events?*  *Which groups will your products represent?*  *How will they be represented? Will this be stereotypical or non-stereotypical? Explain your reasons. (****how will it appeal to your intended audience)***  *Gender – (refer to feminist approaches?)*  *Ethnicity – White/non-white? (Mixed race couple?)*  *Sexuality? (Any LGBTQ characters? Why? Why not?)*  *Age (teenagers?)*  *Setting (school/UK?)* | |
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